Samvad fostering a camaraderie with another INGO

Convergence with the state level partners which included the state National Health Missions and other government and non-government organizations has been the keystone of the Samvad project. In Bihar it converged with Bihar Rural Livelihood Promotion Society (BRLPS) as Jeevika program, State National Health Mission (NHM), Integrated Child Development Scheme (ICDS) at the district level and World Vision India as an International NGO. The Samvad project worked essentially with Jeevika program and carried out health and nutrition extension work in 38 districts. The most striking aspect of the program in Bihar has the convergence between Digital Green and World Vision. This story captures the camaraderie between DG and World Vision India (WVI) in Bihar.

Convergence is one of the critical pillars of sustaining developmental initiative, especially with the governmental systems. However, equally critical role is played by the other developmental organizations. Successful innovations by Civil Society Organizations (CSOs) are leveraged for charting a new roadmap for achieving developmental goals. Nevertheless, often, it is observed that the CSOs with their own set of objectives, thematic experience, strategic pathway to address an issue tread almost similar but parallel lane to reach their respective goals. Interestingly, DG and WVI, Bihar wove a different story through Samvad in Bihar.

World Vision India Bihar has been working in the state of Bihar since 1996 focusing on Education and Livelihood but in 2012 they started working on community Nutrition. Digital Green’s Samvad project made prompt connect with the World Vision India Bihar team. The underlying parallels cementing the mutuality of the partners including similar goals to achieve, almost same outreach areas, similar community members to work with and more or less coming across similar challenges in achieving the goals. WVI, Bihar team had a very strong field level presence and their dedicated programmatic approach that helped taking the DG’s approaches to the field.

The WVI Bihar team members spoke at length about how as a team, they complemented each other in their efforts towards achieving objectives linked to Maternal and Child Health, Nutrition and Family Planning. The Community video approach wherein the locally produced videos are screened at the community level through pico projector was
instant hit in the WVI Bihar team. The fascination prompted them to procure five pico projectors.

“One of the proudest moments for World Vision Bihar team was continuing the work during the first COVID-19 pandemic lockdown restrictions. When rest of the World Vision team across the country paused to realign their work with technology, the Bihar team continued their outreach with their newly gained skills. This was attributed to Digital Greens efforts in upskilling the team members of WVI Bihar and equally receptive attitude of WVI Bihar team in acknowledging the Samvad program as a successful communication tool for Social and Behavior Change.” Ms. Savita Dennyson, Technical Community Development Facilitator, Child Health and Nutrition, WVI, Bihar.

Digital Green imparted video production training for the WVI, Bihar team members. The training was successfully culminated with production of interesting videos by the WVI, Bihar team. DG also trained them in disseminating videos through WhatsApp. Furthermore, DG Bihar team contributed in their planning process for their awareness generation programs, all on invitation. DG played the critical role of bridging together the Jeevika and WVI in dissemination of awareness videos wherein Jeevika provided the PICO and WVI, Bihar team had the community reach. DG also utilized their platforms like their Time Targeted Intervention for reinforcing their mandates on adoption of FP methods, institutional delivery and so forth.

Mr. R. K. Das, Community Development Facilitator from World Vision India Bihar team, shared that the DG team did not just provide them with the videos but also reached them out on a regular basis to take their feedback on various aspects of video screening. He appreciated the video production training he undertook along with his team members.

The camaraderie Samvad project augmented to develop between DG and WVI Bihar, resonates with the famous saying by Helen Keller ‘Alone we can do so little, together we can do so much’. Let this camaraderie keep spinning the successes in fulfilling the common goals.

p : +91.1141881037  m : +91.9560213999
w : www.digitalgreen.org  e : farhad@digitalgreen.org
a : Avanta Business Centre, Office no. 1208, 12th Floor, Ambadeep Building, KG Marg, Connaught Place, New Delhi 110001 (map)